

Proposed Solution

Objective of the Proposed Solution

To create a centralized, automated, and intelligent airline management platform using Salesforce that enhances the customer journey, streamlines airline operations, and improves decision-making through real-time data.

Functional Components of the Proposed Solution

1. Passenger Relationship Management (CRM – Salesforce Customer 360)

- Unifies passenger data across bookings, check-ins, preferences, feedback, and loyalty programs.
- Provides a single source of truth for all customer interactions.
- Supports personalized services based on passenger history (e.g. preferred seat, frequent routes).

2. Customer Support Automation (Salesforce Service Cloud)

- AI-powered chatbots and live agents handle common queries (flight status, check-in, baggage).
- Case management workflows for complaints, cancellations, and refund requests.
- Omni-channel support (voice, email, chat, social media) ensures consistent service.
- Integrated Knowledge Base helps agents solve problems faster.

3. Targeted Customer Engagement (Marketing Cloud)

- **Segmentation:** Classifies passengers by travel frequency, spend, routes, etc.
- **Automation:** Sends pre- and post-flight emails, offers, and loyalty rewards automatically.

- **Multi-channel campaigns:** SMS, email, push notifications, and social.
- **Customer Journey Mapping:** Designs personalized experiences based on behavior triggers.

4. Flight & Operational Workflow (Salesforce Platform + Custom Apps)

- **Flight Schedule Management:** Interfaces for scheduling, crew assignment, and gate allocation.
- **Mobile apps** for check-in, crew task tracking, baggage handling.
- **Refund & Rescheduling:** Custom workflows automate complex rules and reduce manual effort.
- **Integration:** Connects to ERP systems, Global Distribution Systems (GDS), and airport services.

5. Data & Insights (Einstein Analytics / Tableau CRM)

- Real-time dashboards for:
 - Route performance
 - Flight occupancy
 - Customer satisfaction scores
 - Refund/cancellation metrics
- **Predictive analytics** to:
 - Forecast demand
 - Predict cancellations or no-shows
 - Optimize pricing strategies

Integration Capabilities

- APIs to integrate Salesforce with:
- Existing Reservation Systems (Amadeus, Sabre)

- Payment Gateways (Razorpay, Stripe)
- ERP Systems (SAP, Oracle)
- Air Traffic Control / Airport Ops
- External feedback platforms like SurveyMonkey or Google Reviews

● Expected Outcomes of the Proposed Solution

Category	Before (Legacy Systems)	After (Salesforce-Based System)
Customer Experience	Disconnected, generic service	Personalized, seamless, and proactive
Support Efficiency	Manual handling, slow response	Automated, AI-driven, real-time assistance
Marketing ROI	Low engagement, high spam	High engagement, targeted campaigns
Operational Agility	Siloed departments, hard to scale	Agile, scalable platform with integrated workflows
Analytics & Reporting	Static reports, delayed insights	Real-time dashboards, predictive forecasting
Staff Productivity	Repetitive tasks, siloed data access	Intelligent automation, unified interface

🚀 Business Transformation Enabled

- 📈 Increase in customer loyalty and retention
- 🕒 Reduced support time per query

- 💰 Higher revenue through personalized upselling
 - 📊 Data-driven decisions for route and pricing optimization
 - 🔄 Streamlined collaboration between departments
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🧠 Conclusion

The proposed Salesforce solution transforms the airline from a legacy-driven organization to a digitally mature, customer-first enterprise. It integrates technology, operations, and marketing into one intelligent platform that can:

- Handle real-time interactions at scale
- Personalize service based on each passenger's profile
- Automate core processes like ticket changes, refunds, and loyalty points
- Provide leadership with actionable insights for continuous improvement